

Iowa Tobacco Cessation Program Evaluation: FY2014

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Executive Summary:

Iowa Tobacco Cessation Program Evaluation FY14

Prepared by the UNI Center for Social and Behavioral Research

July 2014

PURPOSE AND METHODOLOGY

This report presents findings for the fiscal year 2014 (FY14) of the Tobacco Control Program Evaluation conducted by the Center for Social and Behavioral Research (CSBR) at the University of Northern Iowa (UNI). The purpose of this project is to evaluate Quitline Iowa, a service for state residents that provides telephone-based tobacco cessation counseling. All Iowa residents who call Quitline Iowa are eligible to receive free tobacco cessation counseling. The primary goals of the evaluation are: 1) to assess tobacco quit rates among participants of Quitline Iowa; 2) to assess client satisfaction; and 3) assess program consistency.

the study participant samples were created monthly by separating the intake data into 6- and 1-month periods (i.e., time since completion of cessation treatment). A random sample was then drawn from each group. In order to be part of the study, the smokers must have been 18 years or older and have consented to participate in the study.

Where possible, missing information (e.g. gender) was replaced with the most recent demographic information that had been archived for those individuals during the last 18 months.

For the 2013 data, only variables with less than 40% missing values were included in the analyses. There were 4,200 eligible respondents in 2013 and of those, interviews were conducted with 1,301 (30.9% AAPOR RR1). Thirty-five cases were dropped due to interviews with duplicate respondents. The final number of completed interviews was 1,266.

KEY FINDINGS

- At intake, about 7 in 10 callers who contacted Quitline Iowa had smoked 1 pack or less per day. Two in 10 callers smoked more than a pack of cigarettes per day. Most had their first tobacco within 30 minutes of waking.
- Among all respondents, 26% said they had not smoked cigarettes or used other tobacco in the past 30 days (27% after 7 months and 24% after 13 months). Approximately three-fourths of respondents in both groups who said they had used tobacco in the past 30 days said they smoked every day in the last 30 days.
- Among respondents who said they had not quit smoking cigarettes, there were statistically significant decreases in the number of cigarettes smoked per day among both groups.

- There were no statistically significant differences in cessation rates by gender, race, ethnicity, marital status, educational attainment, or sexual orientation, or type of insurance.
- Among respondents in both groups (7-month and 13-month) who had smoked cigarettes in the past 30 days, approximately two-thirds smoked their first cigarette within 30 minutes of waking.
- Among all respondents, 29% said they have ever used e-cigarettes instead of smoking cigarettes. Of those, 13% said they currently use e-cigarettes every day, 38% said some days, and 49% said not at all. E-cigarette use did not differ significantly by gender.
- The majority of tobacco users among all respondents who smoked in the last 30 days said they intended to quit using tobacco within the next 30 days.
- A strong majority of respondents in both 7 and 13-month groups said they were either *very satisfied* or *mostly satisfied* with the services they received (71% and 64%, respectively). Satisfaction was much higher among respondents who had quit smoking than among those who had not.
- Most respondents said they would likely recommend Quitline Iowa to a friend in need of similar services (88% in the 7-month group and 84% in the 13-month group).
- The overwhelming majority of those still smoking said they were going to keep trying to quit smoking (94%), the people at Quitline Iowa listened carefully to them (90%), and they felt the people at Quitline were helpful (85%).
- Among all respondents, 18% said they had visited the Quitline Iowa website.

CONCLUSIONS

This ongoing evaluation of Quitline Iowa shows that the service provides effective and high-quality tobacco cessation support to Iowans. Nearly one-fourth of callers reached for follow-up interviews were able to quit using tobacco, even up to one year after treatment.

Section 1: Demographics and Tobacco Use at Intake

Demographic Characteristics

CSBR conducted 1,266 follow-up interviews with Quitline Iowa callers between July 2013 and June 2014. Among the completed follow-up interviews, 849 were contacted 7 months after their first call and 417 were contacted 13 months after their first call (6 months and 1 year after completion of treatment, respectively).

Demographic characteristics of the sample can be seen in Table 1 on the next page. More than one-half of all respondents (62%) were female. Most were white (88%) and non-Hispanic (98%).

The average ages of respondents were as follows:

Total follow-up sample (n = 1,266):	47 years (range 18 to 80 years)
7-month follow-up group (n = 849):	48 years (range 18 to 80 years)
13-month follow-up group (n = 417):	45 years (range 18 to 78 years)

Table 1: Demographic characteristics of the sample

		Total follow-up sample (n = 1,266)	7-month follow- up group (n = 849)	13-month follow-up group (n = 417)
Gender	Female	60%	61%	57%
	Male	37%	38%	36%
	Transgender	--	--	--
	Missing/refused	3%	<1%	8%
Race	White	82%	86%	76%
	Black	8%	6%	10%
	Asian	<1%	<1%	--
	American Indian/Alaska Native	2%	1%	2%
	Native Hawaiian/Pacific Islander	--	--	--
	Other	2%	2%	3%
	Missing/refused	6%	4%	9%
Hispanic/Latino	Yes	2%	2%	2%
Education	Less than high school	16%	17%	15%
	High school or GED	35%	38%	32%
	Some college	25%	25%	26%
	College degree	14%	13%	15%
	Graduate degree	--	--	--
	Some Technical/Trade or Technical/Trade Degree	4%	4%	3%
	Missing/refused	6%	4%	9%
Marital status	Single	33%	33%	34%
	Married or domestic partnership	30%	32%	26%
	Divorced or separated	26%	26%	25%
	Widowed	5%	5%	3%
	Missing/refused	7%	5%	11%
Sexual orientation	Heterosexual	88%	90%	83%
	Homosexual	3%	2%	4%
	Bisexual	2%	2%	1%
	Missing/refused	7%	6%	11%
Health insurance	Private	17%	20%	13%
	Medicaid	43%	43%	43%
	Medicare	6%	7%	4%
	IowaCare	20%	20%	22%
	None	9%	9%	8%
	Missing/refused	4%	1%	9%

-- denotes zero cases in that field

Tobacco Use at Intake

Approximately 7 in 10 callers smoked more than a pack of cigarettes per day. Most had their first tobacco within 30 minutes of waking (Table 2).

Table 2: Tobacco use at intake

		Total follow-up sample (n = 1,266)	7-month follow-up group (n = 849)	13-month follow-up group (n = 417)
Cigarettes per day	<1	9%	11%	6%
	1-10	25%	25%	26%
	11-20	45%	45%	44%
	21-30	11%	12%	10%
	31-40	6%	6%	5%
	41 or more	2%	2%	<1%
	Missing/refused/not asked	2%	--	7%
Time to first tobacco	5 minutes or less	42%	44%	39%
	6-30 minutes	30%	31%	28%
	31-60 minutes	9%	9%	8%
	Longer than 60 minutes	10%	9%	11%
	Missing/refused/not asked	9%	7%	13%

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Section 2: Tobacco Use at Follow-Up

Tobacco Use in the Past 30 Days

Among all respondents, 26% said they had not smoked cigarettes or used other tobacco in the past 30 days (27% after 7 months and 24% after 13 months; Figure 1). Among those respondents who said they had used tobacco in the past 30 days, 8% said they had not used any tobacco in the past 7 days (10% after 7 months and 6% after 13 months).

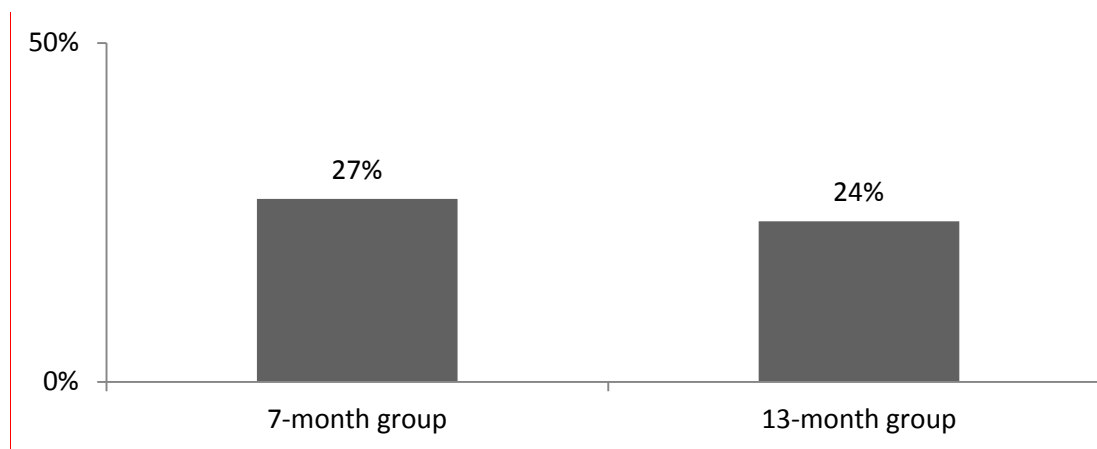


Figure 1: Percent of respondents who had not used any tobacco in the past 30 days at follow-up

Among respondents who said they had used tobacco in the past 30 days, the types of tobacco used can be seen in Table 3.

Table 3: Type of tobacco products used in past 30 days (among those who had not quit)

	7-month (n = 619)	13-month (n = 318)
Cigarettes	95%	95%
Cigars	5%	5%
Pipes	1%	2%
Smokeless	3%	2%
Other	<1%	1%

Note: Because some people use more than 1 type of tobacco, percentages sum to more than 100%.

Current Cigarette Use at Follow-Up

Approximately three-fourths of respondents in both the 7-month and 13-month groups who said they had used tobacco in the past 30 days said they smoked every day in the last 30 days (Figure 2; 73% and 81%, respectively). In the 7-month group, respondents said they smoked an average of 25 days in the past 30 days and in the 13-month group, respondents said they smoked an average of 26 days in the past 30 days.

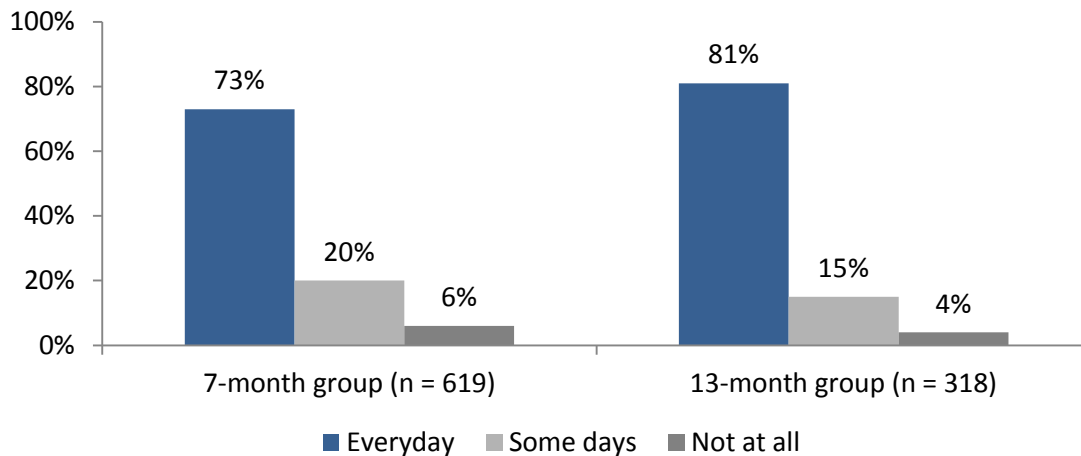


Figure 2: Current smoking behavior (among those who had not quit)

Regarding the number of cigarettes smoked per day, among respondents who said they had not quit smoking cigarettes, there were statistically significant decreases in the number of cigarettes smoked per day. In the 7-month group, the average number smoked per day decreased from 18 cigarettes at intake to 13 cigarettes at follow-up ($p < 0.001$). In the 13-month group, the average number smoked per day decreased from 17 cigarettes at intake to 14 cigarettes at follow-up ($p < 0.001$).

In both the 7-month and 13-month follow-up groups, respondents who said they smoked more than 1 or 2 packs per day at intake reduced their consumption during the follow-up period (Figures 3 and 4). It is important to note that these findings are based on a small number of respondents ($n=10$) and may not be generalizable. Future studies will be needed to examine the reliability of this finding.

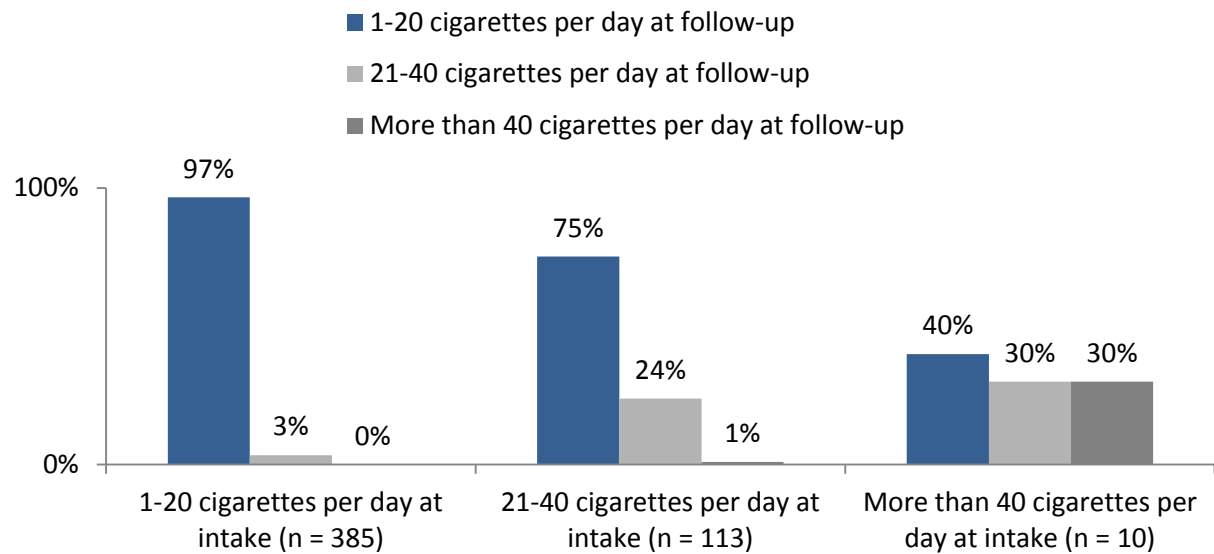


Figure 3: Reduction in cigarettes per day in 7-month follow-up group

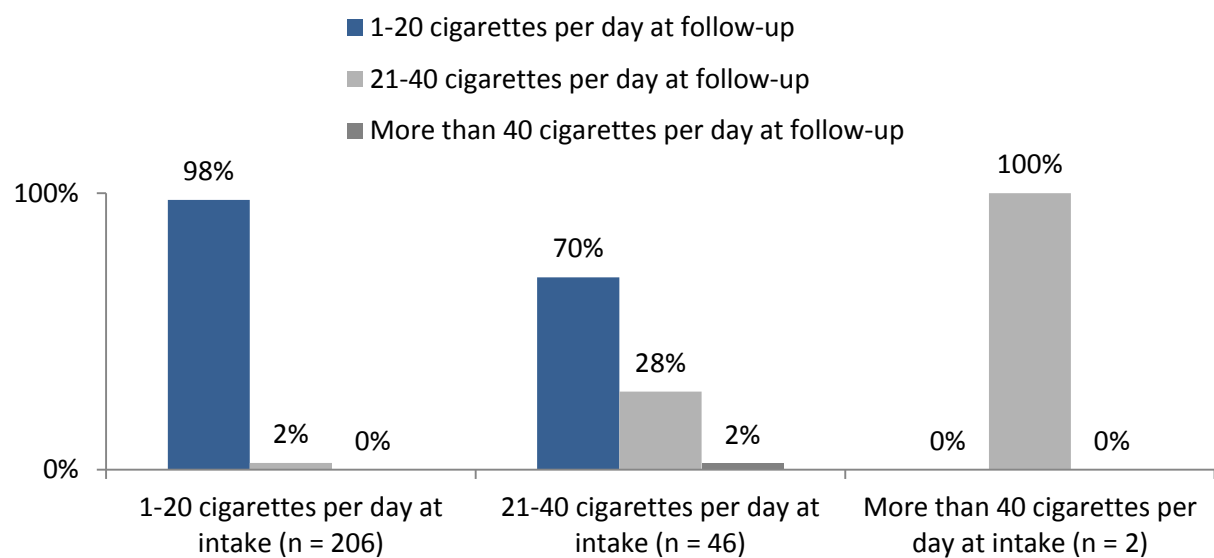


Figure 4: Reduction in cigarettes per day in 13-month follow-up group

Among respondents in both follow-up groups (7-month and 13-month) who had smoked cigarettes in the past 30 days, approximately two-thirds smoked their first cigarette within 30 minutes of waking (Figure 5).

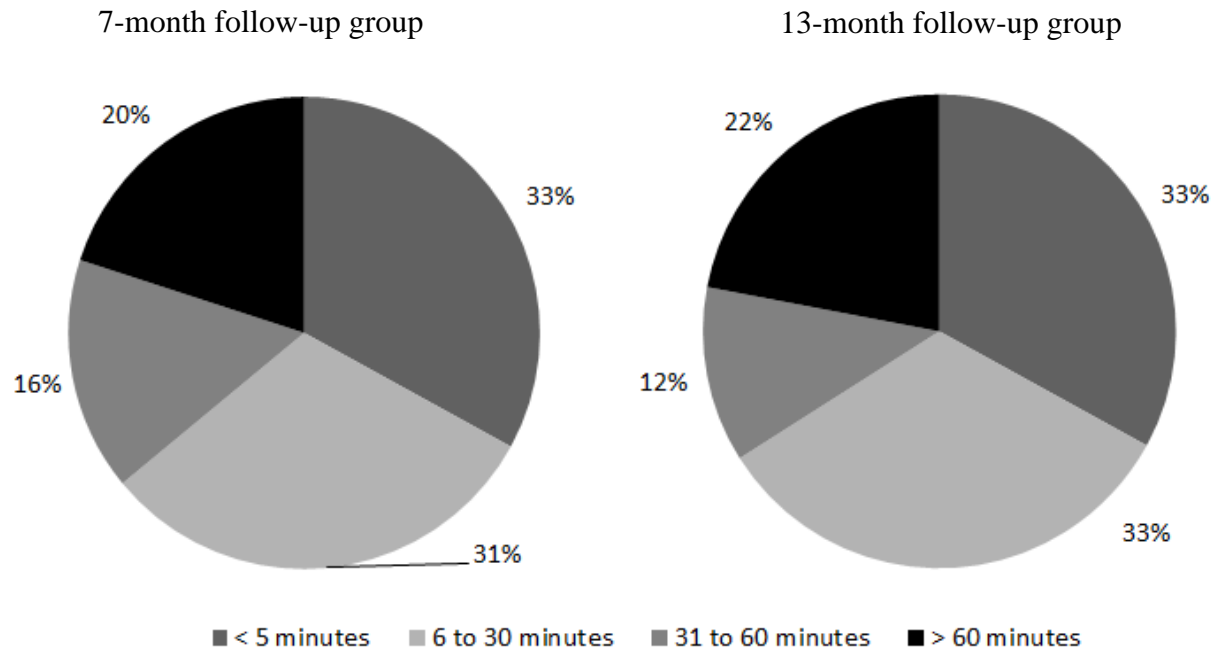


Figure 5: Time to first cigarette after waking in 7-month and 13-month follow-up group

From intake to follow-up (among respondents for whom the data were available), differences were reported in the length of time respondents in the 7-month follow-up group waited to have their first cigarette of the day (Figure 6). Among respondents who waited less than 5 minutes to have their first cigarette, 49% waited longer at follow-up. Among respondents who waited 6 to 30 minutes at intake, 35% waited longer to smoke at follow-up. Among respondents who waited 31 to 60 minutes at intake, 48% waited longer at follow-up. Of note is the finding that among respondents who waited more than 60 minutes at intake, 32% decreased the length of time they waited during the follow-up period.

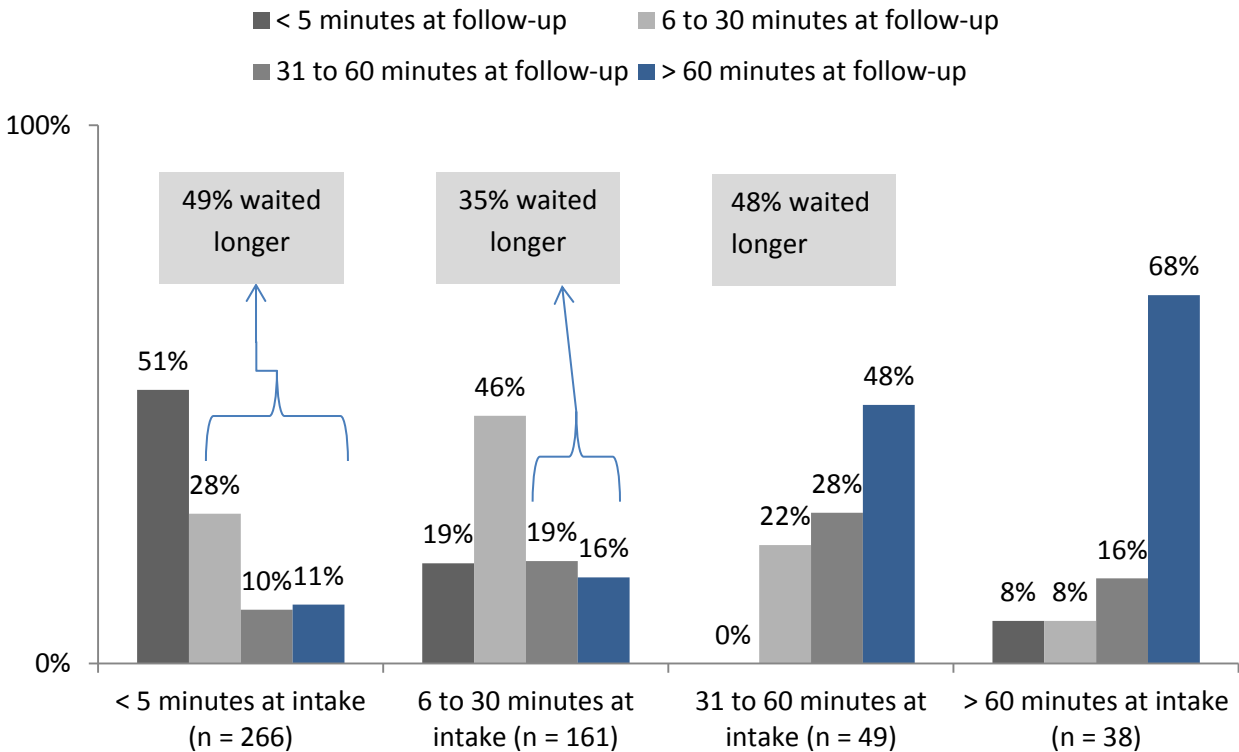


Figure 6: Change in length of time until first cigarette in 7-month follow-up group

From intake to follow-up (among respondents for whom the data were available), differences were also reported in the length of time respondents in the 13-month follow-up group waited to have their first cigarette of the day (Figure 7). Among respondents who waited less than 5 minutes to have their first cigarette, 50% waited longer at follow-up. Among respondents who waited 6 to 30 minutes at intake, 32% waited longer to smoke at follow-up. Among respondents who waited 31 to 60 minutes at intake, 55% waited longer at follow-up. Of note is the finding that among respondents who waited more than 60 minutes at intake, 34% decreased the length of time they waited during the follow-up period.

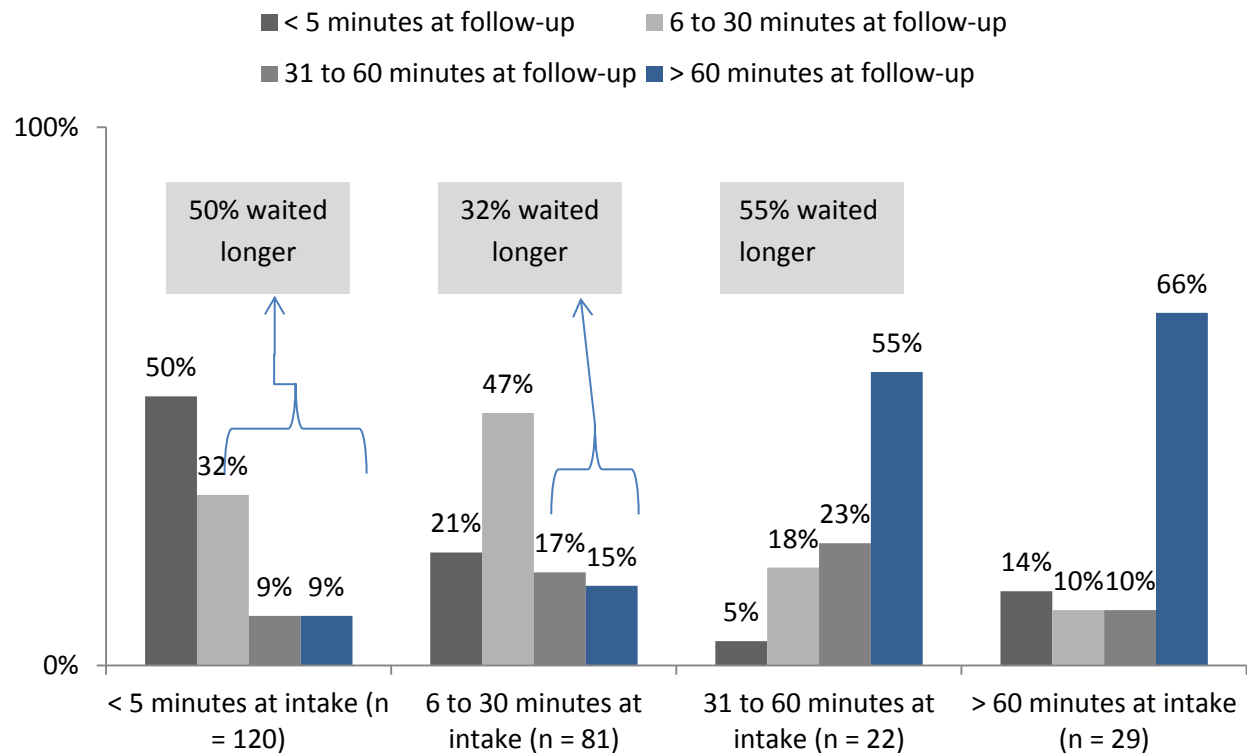


Figure 7: Change in length of time until first cigarette in 13-month follow-up group

Demographic Differences in Tobacco Use

Respondents who said they had used any tobacco in the past 30 days were compared to those who said they had not used any tobacco in the past 30 days to determine demographic differences. There were no significant differences in quit rates by age, gender, race, Hispanic ethnicity, marital status, educational attainment, sexual orientation, or type of insurance.

Cessation rates among respondents with Medicaid or IowaCare insurance were compared to cessation rates among respondents with other types of insurance. Respondents with Medicaid or IowaCare insurance were more likely to report using medications and/or products to help them quit ($p < .001$), but the cessation rates for respondents with Medicaid or IowaCare insurance were not significantly different than the cessation rates among respondents with other types of insurance.

Table 4: Use of medications and/or products by type of insurance

	Response %
Medicaid/IowaCare insurance	
Yes	50.6%
No	49.4%
All other insurance	
Yes	39.1%
No	60.9%

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Section 3: E-Cigarette Use

Among all respondents, 29% said they have ever used e-cigarettes instead of smoking cigarettes. Of these, 13% said they currently use e-cigarettes every day, 38% said some days, and 49% said not at all. E-cigarette use did not differ significantly by gender. The largest percentage of respondents who had ever used e-cigarettes said they did so to help quit smoking regular cigarettes (Figure 8).

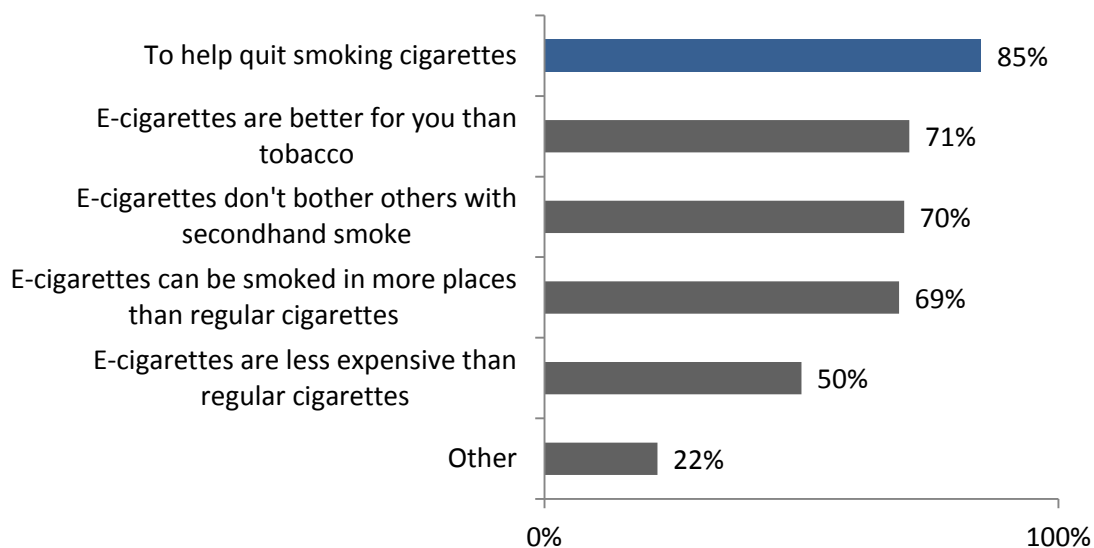


Figure 8: Reasons for using e-cigarettes

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Section 4: Tobacco Cessation

Intention to Quit

The majority of tobacco users among all respondents who smoked in the last 30 days said they intended to quit using tobacco within the next 30 days (see Figures 9 and 10 for 7-month and 13-month follow-up groups). However, the sample sizes for all products other than cigarettes were very small. Therefore, confidence in the precision of the estimates reported is diminished.

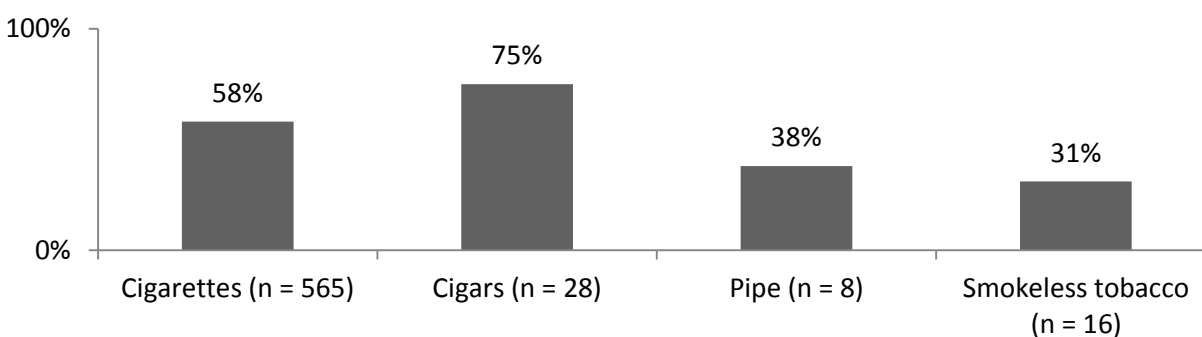


Figure 9: Intention to quit using tobacco products in 7-month follow-up group

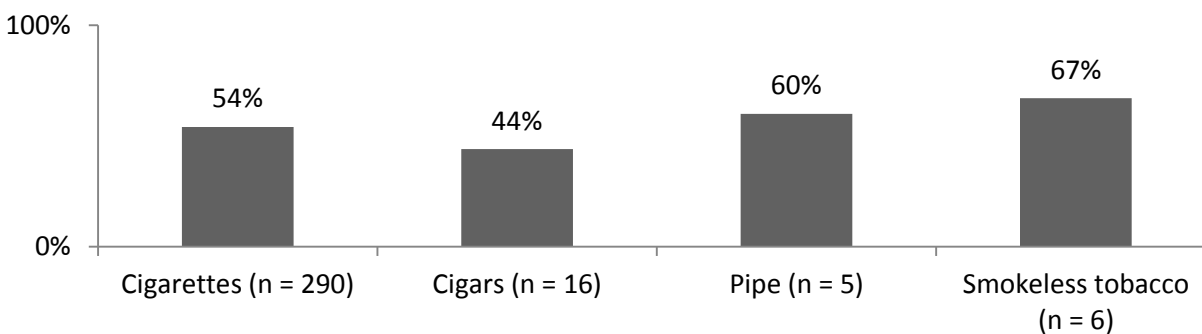


Figure 10: Intention to quit using tobacco products in 13-month follow-up group

Cessation Attempts

The percent of respondents still smoking who said they had stopped using tobacco for 24 hours or longer was 83% (82% in the 7-month group and 86% in the 13-month group). Among those who attempted to quit (i.e. stopped for 24 hours or longer), a plurality in both groups made only one quit attempt during the follow-up period (Figures 11 and 12).

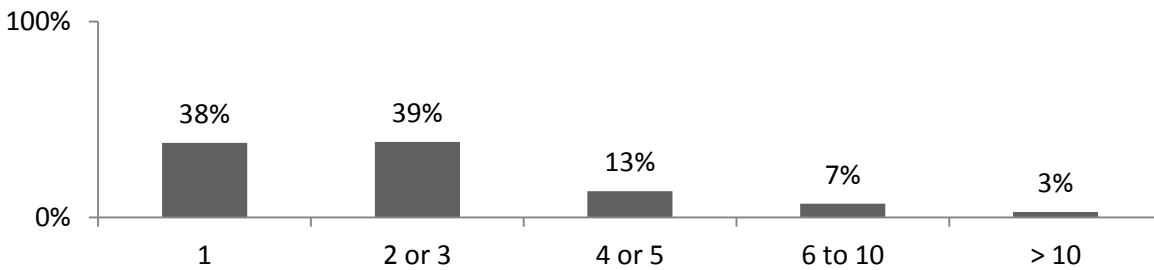


Figure 11: Number of quit attempts in 7-month follow-up period (among those who attempted)

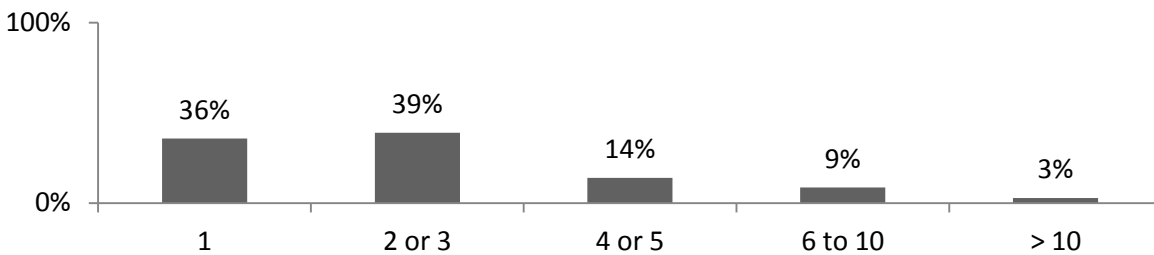


Figure 12: Number of quit attempts in 13-month follow-up period (among those who attempted)

Among all respondents (7-month and 13-month groups combined) who made a quit attempt during the follow-up period, the number of attempts did not differ significantly ($p=.069$) between respondents who had versus had not smoked in the past 30 days. The mean (average) number of quit attempts made during the follow-up period among those who had quit was 2.61; the number of attempts among those who had not quit was 3.38.

Among all respondents, 46% said they used any products or medications during the follow-up period to help them quit using tobacco (48% in the 7-month group and 43% in the 13-month group). The most commonly used products or medications among all respondents who said they used something to help them quit were Chantix (52%) and nicotine patches (45%) (Figure 13).

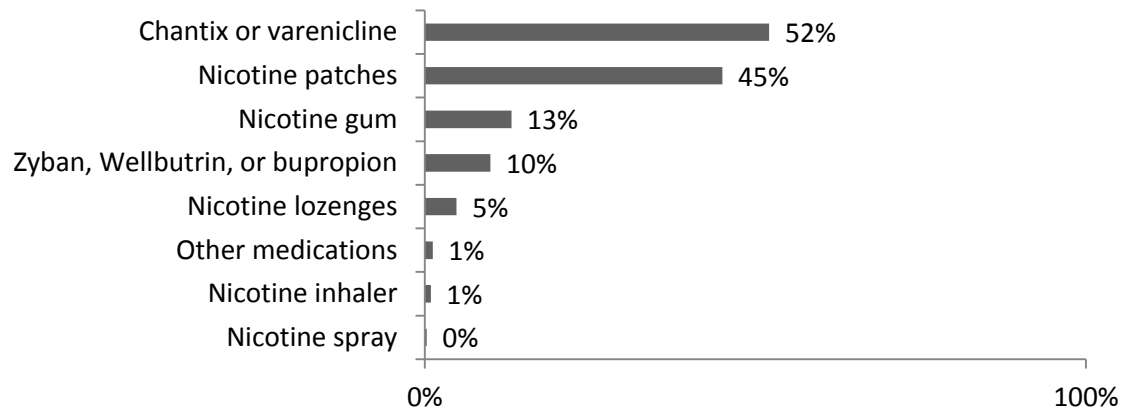


Figure 13: Types of products or medications used (among those who used something)

Use of products or medications was significantly associated with cessation, but only for the 7-month group ($p < .05$). In the 7-month group, 55% of “quit respondents” and 46% of “not quit respondents” said they used products or medications. In the 13-month group, 48% of quit respondents and 41% of not quit respondents said they used products or medications. Use of products or medications was not associated with the number of quit attempts made by respondents.

Regarding cessation services (not including products or medications) used by all respondents during the follow-up period, 85% said they used no assistance other than Quitline Iowa, 8% followed advice from a health professional, <1% used a website, <1% used a telephone program other than Quitline Iowa, <1% said they used a counseling program, <1% said they used self-help materials, and 6% said they used some other kind of assistance.

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Section 5: Additional Findings

Satisfaction

A majority of respondents in both 7 and 13-month follow-up groups said they were either *very satisfied* or *mostly satisfied* with the services they received (71% and 64%, respectively; Figure 14). Most also said they would likely recommend Quitline Iowa to a friend in need of similar services (88% in the 7-month group and 84% in the 13-month group; see Figure 15).

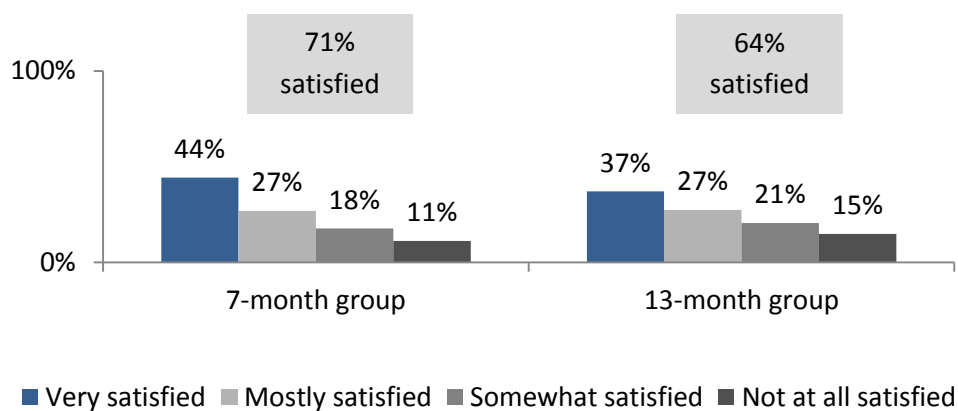


Figure 14: Satisfaction with Quitline Iowa services (7-month and 13-month comparison)

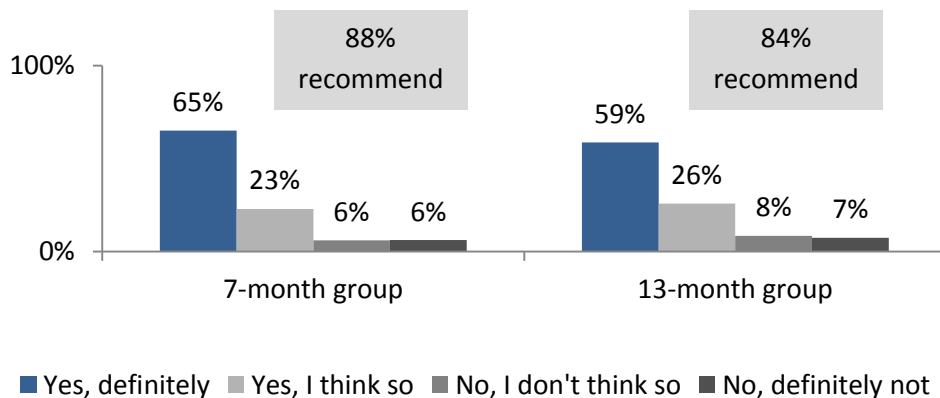


Figure 15: Would recommend Quitline Iowa to others (7-month and 13-month comparison)

Follow-up respondents who had quit smoking reported statistically significantly higher levels of satisfaction with Quitline services than among those who had not ($p < .001$) (Figure 16). Among

respondents who said they had not used tobacco in the past 30 days, 86% said they were either *very satisfied* or *mostly satisfied*. Among respondents who said they had used tobacco (had not quit), 63% were *very satisfied* or *mostly satisfied*. Respondents who had quit using tobacco were also more likely than those who had not quit to say they would recommend Quitline Iowa to a friend in need of similar help (96% and 84%, respectively: $p < .001$; Figure 17).

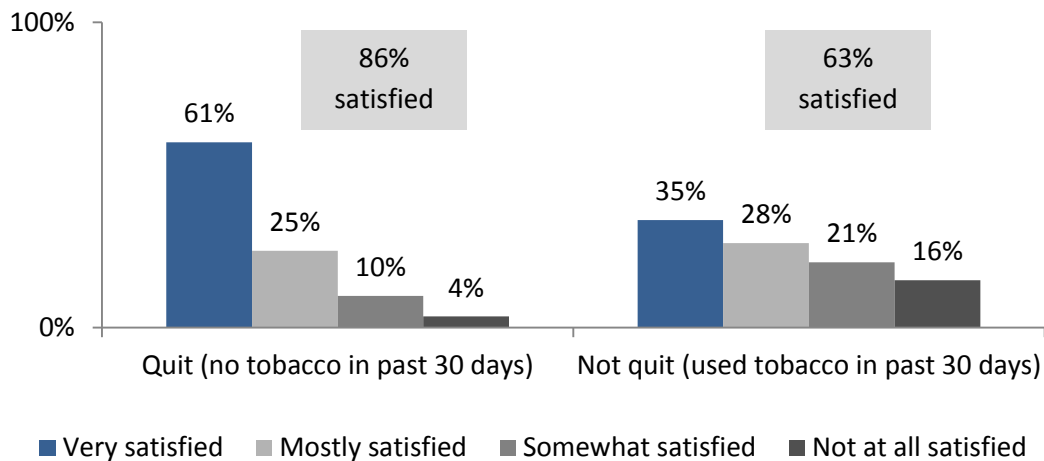


Figure 16: Satisfaction with Quitline Iowa services (quit versus not quit comparison)

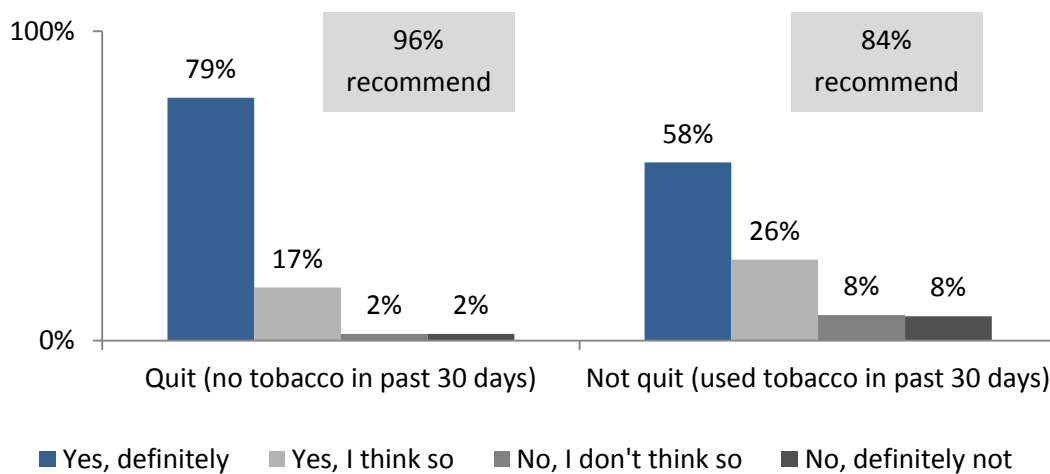


Figure 17: Would recommend Quitline Iowa to others (quit versus not quit comparison)

Respondents in both follow-up groups (7-month and 13-month combined) who had not quit smoking were asked how strongly they agreed with a series of statements about their smoking behavior, cessation, and the services they received through Quitline Iowa (these questions were not asked of those who quit). The 4 Likert-type response options were *strongly agree*, *agree*, *disagree*, and *strongly disagree*. The *strongly agree* and *agree* response options were combined to show the proportion of respondents who agreed with each statement (Figure 18). A large majority said they were going to keep trying to quit smoking (94%), the people at Quitline listened carefully to what they said (90%), and the people at Quitline were helpful and cared about whether their quit attempt was successful (85%).

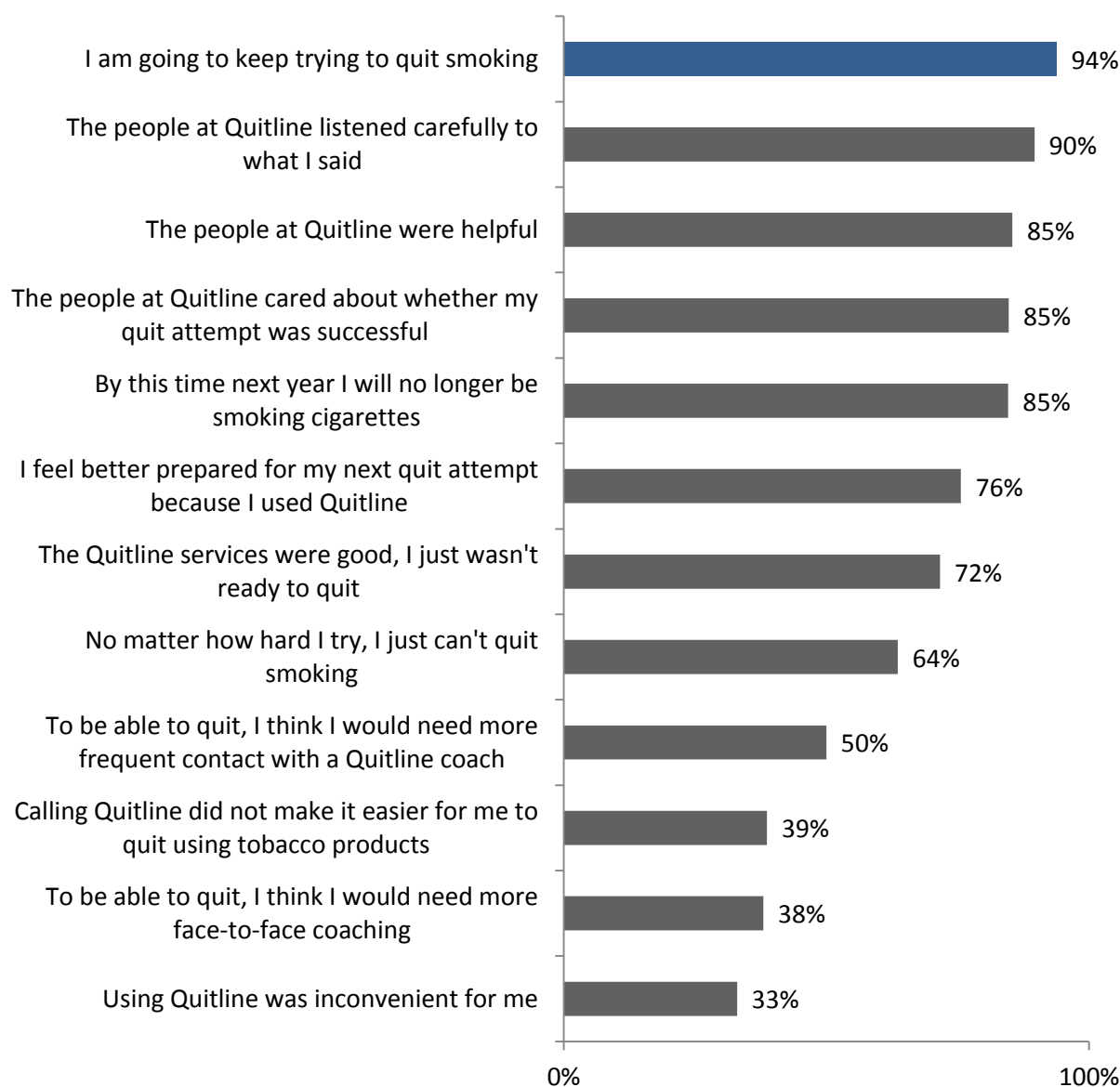


Figure 18: Perceptions about smoking, cessation, and Quitline services (among those who did not quit smoking)

Website Use

Among all respondents, 18% said they had visited the Quitline Iowa website. The mean helpfulness rating of the website was 3.76 on a scale of 1 to 5 where 1 was *not at all helpful* and 5 was *extremely helpful*. A majority of respondents who visited the website (62%) rated the website as a 4 or 5 on that scale.

Section 6: Summary and Conclusions

CSBR completed 1,266 follow-up interviews with Quitline Iowa callers between July 2013 and June 2014. Results of the FY14 evaluation were consistent with results from previous years. In FY14, the 30-day point prevalence rate of cessation in the 7-month follow-up cohort was 27%; in FY13 and FY12 the rate was 24% in the 7-month group. In the 13-month cohort, the cessation rate was 24% in FY14, 22% in FY13, and 20% in FY12. Among Quitline Iowa callers still using tobacco products, there was a reduction in both the number of cigarettes smoked per day and the number of days per month on which they smoked. This trend was continued in FY14 from previous years of the evaluation. Those still using tobacco tended to delay the length of time they waited to have their first cigarette of the day, indicating a possible reduction in addiction over the follow-up period.

Consistency of these findings indicates that over time and with changes to the vendor in 2011, about one-fifth to one-fourth of all callers to Quitline Iowa will successfully quit smoking for up to one year. Use of e-cigarettes was assessed in FY14, and a large majority of users of e-cigarettes said they do so as a way to help quit smoking cigarettes (85%); in FY13 89% of e-cigarette users said they did so to help quit smoking cigarettes.

A majority of respondents in both 7 and 13-month follow-up groups said they were either *very satisfied* or *mostly satisfied* with the services they received and most also said they would likely recommend Quitline Iowa to a friend in need of similar services. Not surprisingly, satisfaction was much higher among follow-up respondents who had quit smoking than among those who had not. Most respondents expressed positive feelings toward Quitline Iowa and their future quit attempts: a majority said they were going to keep trying to quit smoking (94%), the people at Quitline Iowa listened carefully to them (90%), they had confidence in their cessation attempts (76%), and they felt the people at Quitline were helpful (85%).

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Appendix A:

Study Implementation

Who conducted the study? The study was conducted by the Center for Social and Behavioral Research (CSBR) at the University of Northern Iowa (UNI). All research activities were approved by the UNI Institutional Review Board (IRB) to further ensure protection of the rights of human research participants.

Who funded the project? The study was funded by the Iowa Department of Public Health (IDPH) Division of Tobacco Use Prevention and Control (Tobacco Division).

What program is being evaluated? The Tobacco Division funds Quitline Iowa, a service for state residents that provides telephone-based tobacco cessation counseling. Quitline Iowa is operated by Alere Wellbeing (Seattle, WA).

What is the primary purpose of the project? The purpose of this project is to evaluate Quitline Iowa. The primary goals of the evaluation are: 1) to assess tobacco quit rates among participants of Quitline Iowa; and 2) to assess client satisfaction and program consistency.

What data were used for this research? Follow-up interview data were collected at CSBR via computer-assisted telephone interviewing (CATI) by trained interviewers. Data were collected from independent samples of Quitline Iowa callers 7 or 13 months after their first calls to the hotline (i.e., different people were called for each time period). For most callers, counseling lasts about 1 month. Therefore, following up with callers 7 or 13 months after their first call helps ensure a 6-month or 12-month period of time from the end of treatment to follow-up.

When were the data collected? Due to the 7- or 13-month lags between intake and follow-up data collection, the intake data and corresponding follow-up data are collected during different time periods. The intake data that correspond to the follow-up data used in this report were collected from callers who first contacted Quitline Iowa between June 1, 2012 and November 30, 2013. The follow-up data used in this report were collected from July 1, 2013 through June 30, 2014.

How many interviews were completed? CSBR completed 1,266 follow-up interviews with Quitline Iowa callers. Among the completed follow-up interviews, 849 were contacted 7 months after their first call and 417 were contacted 13 months after their first call (6 months and 1 year after completion of treatment, respectively).

How long has the evaluation been conducted? The evaluation (including follow-up interviews) has been conducted continuously since January 2008.

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Appendix B:
Quitline Follow-Up Questionnaire

Confidentiality

We are conducting a program evaluation of Quitline Iowa. We would like to ask you a few questions about your experience with Quitline Iowa. For most people this takes about 5-10 minutes. The information we receive is used to improve the program. Whether or not you decide to answer our questions has no effect on your eligibility to receive Quitline services. There are no foreseeable risks to your participation, nor are there any direct benefits to you. You do not have to answer any question you do not want to, and you can end the interview at any time. Any information you give me will be confidential. If you have any questions about the program or this evaluation, I will provide a name and telephone number to call to get more information.

May I proceed with the interview?

SF1. Overall, how satisfied were you with the service you received from the Quitline? Were you...

1. Very satisfied,
2. Mostly satisfied,
3. Somewhat satisfied, or
4. Not at all satisfied?

7. Don't know
9. Refused

OF1c. If a friend were in need of similar help, would you recommend the Quitline to him/her? Would you say...

1. Yes, definitely,
2. Yes, I think so,
3. No, I don't think so, or
4. No, definitely not?

7. Don't know
9. Refused

SF2. Have you smoked any cigarettes or used other tobacco, even a puff or pinch, in the last 30 days?

1. Yes
2. No **SKIP TO SF9**

7. Don't know **SKIP TO SF9**
9. Refused **SKIP TO SF9**

OF3. Have you smoked any cigarettes or used other tobacco, even a puff or pinch, in the last 7 days?

- 1. Yes
- 2. No

- 7. Don't know
- 9. Refused

SF4. What types of tobacco have you used in the past 30 days? Have you used...

- a. Cigarettes?
- b. Cigars, cigarillos, or little cigars?
- c. Pipe? [This is a traditional pipe, not a water pipe or hookah]
- d. Chewing tobacco, snuff, or dip such as Skoal, Copenhagen, Grizzly, Red Man, or Day's Work?
- e. Other?

- 1. Yes
- 2. No

- 7. Don't know
- 9. Refused

OF4e1. What types of other products do you use? [Select all that apply]

- 01. Bidis
- 02. Kreteks
- 03. Tobacco pouches or "Snus"
- 04. Tobacco orbs
- 05. Tobacco strips
- 06. Water pipes or hookahs
- 07. Other [Specify]

- 77. Don't know
- 99. Refused

IF SF4a <1> SKIP TO SF5b

SF5a. Do you currently smoke cigarettes everyday, some days, or not at all?

[Note: “currently” refers to right now, today.]

1. Everyday **SKIP TO SF6a**
2. Some days
3. Not at all **SKIP TO SF5b**

7. Don’t know
9. Refused

OF5a1. How many days did you smoke in the last 30 days?

[] = number of days {1 – 30}

77. Don’t know
99. Refused

SF6a. How many cigarettes do you smoke per day on the days that you smoke?

[If caller says over 100, confirm 20 cigarettes = 1 pack. If caller cannot identify a specific number probe: “Give me your best guess, it is ok if it is not perfect.”]

[] = number of cigarettes {1 – 140}

777. Don’t know
999. Refused

IF SF4b <1> SKIP TO SF5c

SF5b. Do you currently smoke cigars, cigarillos, or little cigars everyday, some days, or not at all? [Note: “currently” refers to right now, today.]

1. Everyday **SKIP TO SF6b**
2. Some days
3. Not at all **SKIP TO SF5c**

7. Don’t know
9. Refused

OF5b1. How many days did you smoke in the last 30 days?

[] = number of days {1 – 30}

77. Don't know

99. Refused

SF6b. How many cigars, cigarillos, or little cigars do you smoke per week during the weeks that you smoke?

[If caller cannot identify a specific number probe: "Give me your best guess, it is ok if it is not perfect."]

[] = number of cigars, cigarillos, or little cigars {1 – 140}

777. Don't know

999. Refused

IF SF4c <1> SKIP TO SF5d

SF5c. Do you currently smoke a pipe every day, some days, or not at all?

[Note: "currently" refers to right now, today.]

1. Everyday **SKIP TO SF6c**

2. Some days

3. Not at all **SKIP TO SF5d**

7. Don't know

9. Refused

OF5c1. How many days did you smoke in the last 30 days?

[] = number of days {1 – 30}

77. Don't know

99. Refused

SF6c. How many pipes do you smoke per week during the weeks that you smoke?

[If caller cannot identify a specific number probe: "Give me your best guess, it is ok if it is not perfect."]

[] = number of pipes {1 – 140}

777. Don't know

999. Refused

IF SF4d <1> SKIP TO SF5e

SF5d. Do you currently use chewing tobacco, snuff, or dip everyday, some days, or not at all?

[Note: “currently” refers to right now, today.]

1. Everyday **SKIP TO SF6d**
2. Some days
3. Not at all **SKIP TO SF5e**

7. Don’t know
9. Refused

OF5d1. How many days did you chew in the last 30 days?

[] = number of days {1 – 30}

77. Don’t know
99. Refused

SF6d. How many pouches or tins do you use per week during the weeks that you use tobacco?

[If caller cannot identify a specific number probe: “Give me your best guess, it is ok if it is not perfect.”]

[] = number of pouches or tins {1 – 140}

777. Don’t know
999. Refused

IF SF4e <1> SKIP TO SF7

SF5e. Do you currently use other tobacco products everyday, some days, or not at all?

[Note: “currently” refers to right now, today.]

1. Everyday **SKIP TO SF6e**
2. Some days
3. Not at all **SKIP TO SF7**

7. Don’t know
9. Refused

OF5e. How many days did you use other tobacco products in the last 30 days?

[] = number of days {1 – 30}

77. Don't know

99. Refused

SF6e1-7. How many [OTHER TOBACCO PRODUCT] do you use per week during the weeks that you use tobacco?

[If caller cannot identify a specific number probe: "Give me your best guess, it is ok if it is not perfect."]

[] = number of [UNIT] {1 – 140}

777. Don't know

999. Refused

IF SF4a <1> SKIP TO OF71

SF7. How soon after you wake up do you smoke your first cigarettes?

1. Within 5 minutes
2. 6 to 30 minutes
3. 31 to 60 minutes
4. More than 60 minutes

7. Don't know

9. Refused

IF SF4b,c,d,or e <1> SKIP TO SF8a

OF71. How soon after you wake up do you use tobacco other than cigarettes?

1. Within 5 minutes
2. 6 to 30 minutes
3. 31 to 60 minutes
4. More than 60 minutes

7. Don't know

9. Refused

IF SF4a <1> SKIP TO SF8b

SF8a. Do you intend to quit using cigarettes within the next 30 days?

- 1. Yes
- 2. No

- 7. Don't know
- 9. Refused

IF SF4b <1> SKIP TO SF8c

SF8b. Do you intend to quit using cigars, cigarillos, or little cigars within the next 30 days?

- 1. Yes
- 2. No

- 7. Don't know
- 9. Refused

IF SF4c <1> SKIP TO SF8d

SF8c. Do you intend to quit using a pipe within the next 30 days?

- 1. Yes
- 2. No

- 7. Don't know
- 9. Refused

IF SF4d <1> SKIP TO SF8e

SF8d. Do you intend to quit using chewing tobacco, snuff, or dip within the next 30 days?

- 1. Yes
- 2. No

- 7. Don't know
- 9. Refused

IF SF4e1-7 <1> SKIP TO SF9

SF8e1-7. Do you intend to quit using [OTHER TOBACCO PRODUCT] within the next 30 days?

- 1. Yes
- 2. No
- 7. Don't know
- 9. Refused

SF9. Since you first called the quitline on [INTAKE DATE], **[seven or thirteen]** months ago, did you stop using tobacco for 24 hours or longer because you were trying to quit?

- 1. Yes
- 2. No **SKIP TO OF10**
- 7. Don't know
- 9. Refused

OF91. How many times did you stop using tobacco for 24 hours or longer? For example, if you stopped for 2 days and started smoking again, and then stopped for a week and started smoking again, that counts as 2 quits.
[Interviewer: only intentional quit periods should be counted.]

[] = number of quits {1 – 76}

- 76. 76 or more
- 77. Don't know
- 99. Refused

OF10. When was the last time you used any type of tobacco, even a puff or pinch?

MM/DD/YYYY

01/01/1999. Don't know or Refused

SF11a. Since you first called the Quitline **[seven or thirteen]** months ago, have you used any medications and/or products to help you quit?

1. Yes **SKIP TO SF11**
2. No
7. Don't know
9. Refused

SF11. Since you first called the Quitline **[seven or thirteen]** months ago, have you used any of the following products or medications to help you quit?
[Read and select all that apply.]

01. Nicotine patches,
02. Nicotine gum,
03. Nicotine lozenges,
04. Nicotine spray,
05. Nicotine inhaler,
06. Zyban, also called Wellbutrin or bupropion,
07. Chantix, also called varenicline,
08. Other medications to help you quit? [Specify]
66. No products or medication **SKIP TO SF12**
77. Don't know
99. Refused

SF11b. Where did you get your products or medications? (check all that apply)

01. Iowa Quitline
02. Pharmacy
03. Other [SPECIFY]

SF12. Other than the quitline or medications, did you use any other kinds of assistance to help you quit over the past **[seven or thirteen]** months, such as advice from a health professional, or other kinds of quitting assistance?

[Interviewer: Let respondent free-respond and prompt with response categories if needed.]

- 01. Advice from a health professional
- 02. Website [Specify]
- 03. Telephone program [Specify]
- 04. Counseling program [Specify]
- 05. Self-help materials [Specify]

- 06. Something else [Specify]

- 66. No other assistance
- 77. Don't know
- 99. Refused

ECIG1. Do you ever use e-cigarettes instead of smoking cigarettes?

Note: e-cigarettes are also called electronic, or vapor cigarettes

- 1 Yes
- 2 No **SKIP TO NQ5**

- 7 Don't know/Not sure
- 9 Refused

ECIG2. Do you currently use e-cigarettes every day, some days, or not at all?

- 1 Everyday
- 2 Some Days
- 3 Not at all

- 7 Don't know/Not Sure
- 9 Refused

ECIG3. Why do you use e-cigarettes? Just answer yes or no for each one.

- a. To help quit smoking cigarettes
- b. E-cigarettes are better for your health than tobacco
- c. E-cigarettes are less expensive than regular cigarettes
- d. E-cigarettes can be smoked in more places than regular cigarettes
- e. E-cigarettes don't bother others with secondhand smoke
- f. Other (specify: _____)

1 Yes

2 No

7 Don't know/Not Sure

9 Refused

NQ5. Please tell me how strongly you agree or disagree with the following statements.

- a. The people at Quitline listened carefully to what I said.
- b. The people at Quitline cared about whether my quit attempt was successful.
- c. Using Quitline was inconvenient for me.
- d. The people at Quitline were helpful.

IFSF4A<1>, SKIP TO WQ1a

NQ6. Please tell me how strongly you agree or disagree with the following statements.

- a. I feel better prepared for my next quit attempt because I used Quitline.
- b. Calling Quitline did not make it easier for me to quit using tobacco products.
- c. The Quitline services were good, I just wasn't ready to quit.
- d. No matter how hard I try, I just can't quit smoking.
- e. I am going to keep trying to quit smoking.
- f. By this time next year, I will no longer be smoking cigarettes.

Would you say you...

1. Strongly agree,

2. Agree,

3. Disagree, or

4. Strongly disagree?

7. Don't know/Not sure

8. Respondent has quit within the last 30 days

9. Refused

WQ1a. Have you visited the Quitline Iowa website, www.quitlineiowa.org?

- 1. Yes
- 2. No **SKIP TO CLOSE**
- 7. Don't know **SKIP TO CLOSE**
- 9. Refused **SKIP TO CLOSE**

WQ1b. On a scale of 1 to 5, 1 being not at all helpful and 5 being extremely helpful, how helpful was the information on the Quitline Iowa website?

[] = rating

- 7. Don't know
- 9. Refused

CLOSE

That's all the questions I have. The answers of all the participants interviewed will be combined to describe people's experiences with the program and to guide its future development. If you have questions about this survey you may call Mitchell Avery at (319) 273-2105. Thank you for your time and cooperation with this survey. Good-bye.

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Appendix C:
Item Frequency Tables

SF1. Overall, how satisfied were you with the service you received from the Quitline?			
	Number	Overall %	Valid %
Very satisfied	523	41.3	41.9
Mostly satisfied	338	26.7	27.1
Somewhat satisfied	233	18.4	18.7
Not at all satisfied	155	12.2	12.4
Don't know/Not sure	12	0.9	--
Not asked/No response	5	0.4	--

OF1c. If a friend were in need of similar help, would you recommend the Quitline to him/her? Would you say...?			
	Number	Overall %	Valid %
Yes, definitely	787	62.2	63.0
Yes, I think so	298	23.5	23.8
No, I don't think so	84	6.6	6.7
No, definitely not	81	6.4	6.5
Don't know/Not sure	14	1.1	--
Not asked/No response	2	0.2	--

SF2. Have you smoked any cigarettes or used other tobacco, even a puff or pinch, in the last 30 days?			
	Number	Overall %	Valid %
Yes	937	74.0	74.1
No	328	25.9	25.9
Don't know/Not sure	--	--	--
Not asked/No response	1	0.1	--

OF3. Have you smoked any cigarettes or used other tobacco, even a puff or pinch, in the last 7 days?			
	Number	Overall %	Valid %
Yes	858	67.8	91.6
No	79	6.2	8.4
Don't know/Not sure	--	--	--
Not asked/No response	329	26.0	--

SF4. What types of tobacco have you used in the past 30 days? Have you used...			
a. Cigarettes	Number	Overall %	Valid %
Yes	892	70.5	95.2
No	45	3.6	4.8
Don't know/Not sure	--	--	--
Not asked/No response	329	26.0	--
b. Cigars, cigarillos, or little cigars	Number	Overall %	Valid %
Yes	46	3.6	4.9
No	891	70.4	95.1
Don't know/Not sure	--	--	--
Not asked/No response	329	26.0	--
c. Pipe	Number	Overall %	Valid %
Yes	13	1.0	1.4
No	922	72.8	98.6
Don't know/Not sure	2	0.2	--
Not asked/No response	329	26.0	--
d. Chewing tobacco, snuff, or dip	Number	Overall %	Valid %
Yes	22	1.7	2.3
No	915	72.3	97.7
Don't know/Not sure	--	--	--
Not asked/No response	329	26.0	--
e. Other	Number	Overall %	Valid %
Yes	8	0.6	0.9
No	927	73.2	99.1
Don't know/Not sure	2	0.2	--
Not asked/No response	329	26.0	--

OF4e1. What types of other products do you use? [Select all that apply]			
	Number	Overall %	Valid %
Bidis	0	0.0	--
Kreteks	0	0.0	--
Tobacco pouches or snus	0	0.0	--
Tobacco orbs	0	0.0	--
Tobacco strips	0	0.0	--
Water pipes or hookahs	0	0.0	--
Other	8	0.6	100.0
Don't know/Not sure	0	0.0	--
Not asked/No response	1258	99.4	--

SF5a. Do you currently smoke cigarettes everyday, some days, or not at all?			
	Number	Overall %	Valid %
Everyday	678	53.6	76.0
Some days	166	13.1	18.6
Not at all	48	3.8	5.4
Don't know/Not sure	--	--	--
Not asked/No response	374	29.5	--

OF5a1. How many days did you smoke in the last 30 days?		
SF6a. How many cigarettes do you smoke per day on the days that you smoke?		
	Days in past 30	Cigarettes/day
Mean	25.3	13.6
Range	0-30	1-60
Don't know/Not sure (Overall %)	1.1	0.6
Not asked/No response (Overall %)	86.9	33.3

SF5b. Do you currently smoke cigars, cigarillos, or little cigars everyday, some days, or not at all?			
	Number	Overall %	Valid %
Everyday	21	1.7	45.7
Some days	17	1.3	37.0
Not at all	8	0.6	17.4
Don't know/Not sure	--	--	--
Not asked/No response	1220	96.4	--

SF5c. Do you currently smoke a pipe everyday, some days, or not at all?			
	Number	Overall %	Valid %
Everyday	2	0.2	15.4
Some days	6	0.5	46.2
Not at all	5	0.4	38.5
Don't know/Not sure	--	--	--
Not asked/No response	1253	99.0	--

SF5d. Do you currently use chewing tobacco, snuff, or dip everyday, some days, or not at all?			
	Number	Overall %	Valid %
Everyday	12	0.9	54.5
Some days	10	0.8	45.5
Not at all	--	--	--
Don't know/Not sure	--	--	--
Not asked/No response	1244	98.3	--

SF5e. Do you currently use other tobacco products everyday, some days, or not at all?			
	Number	Overall %	Valid %
Everyday	3	0.2	37.5
Some days	3	0.2	37.5
Not at all	2	0.2	25.0
Don't know/Not sure	--	--	--
Not asked/No response	1258	99.4	--

SF7. How soon after you wake up do you smoke your first cigarette?			
	Number	Overall %	Valid %
Within 5 minutes	273	21.6	32.8
6 to 30 minutes	264	20.9	31.7
31 to 60 minutes	123	9.7	14.8
More than 60 minutes	172	13.6	20.7
Don't know/Not sure	9	0.7	--
Not asked/No response	425	33.5	--

OF71. How soon after you wake up do you use tobacco other than cigarettes?			
	Number	Overall %	Valid %
Within 5 minutes	19	1.5	25.3
6 to 30 minutes	10	0.8	13.3
31 to 60 minutes	5	0.4	6.7
More than 60 minutes	41	3.2	54.7
Don't know/Not sure	10	0.8	--
Not asked/No response	1181	93.3	--

SF8a. Do you intend to quit using cigarettes within the next 30 days?			
	Number	Overall %	Valid %
Yes	486	38.4	56.8
No	369	29.1	43.2
Don't know/Not sure	33	2.6	--
Not asked/No response	378	29.8	--

SF8b. Do you intend to quit using cigars, cigarillos, or little cigars within the next 30 days?			
	Number	Overall %	Valid %
Yes	28	2.2	63.6
No	16	1.3	36.4
Don't know/Not sure	3	0.2	--
Not asked/No response	1219	96.3	--

SF8c. Do you intend to quit using a pipe within the next 30 days?			
	Number	Overall %	Valid %
Yes	6	0.5	46.2
No	7	0.6	53.8
Don't know/Not sure	--	--	--
Not asked/No response	1253	99.0	--

SF8d. Do you intend to quit using chewing tobacco, snuff, or dip within the next 30 days?			
	Number	Overall %	Valid %
Yes	9	0.7	40.9
No	13	1.0	59.1
Don't know/Not sure	--	--	--
Not asked/No response	1244	98.3	--

SF9. Since you first called the Quitline on [intake date], did you stop using tobacco for 24 hours or longer because you were trying to quit?			
	Number	Overall %	Valid %
Yes	1087	85.9	86.0
No	177	14.0	14.0
Don't know/Not sure	1	0.1	--
Not asked/No response	1	0.1	--

OF91. How many times did you stop using tobacco for 24 hours or longer?	
	Number of quit attempts
Mean	3.16
Range	1-88
Don't know/Not sure (Overall %)	4.1
Not asked/No response (Overall %)	14.3

SF11a. Since you first called the Quitline [7 or 13] months ago, have you used any medications to help you quit?			
	Number	Overall %	Valid %
Yes	587	46.4	46.4
No	679	53.6	53.6
Don't know/Not sure	--	--	--
Not asked/No response	--	--	--

SF11. Since you first called the Quitline [7 or 13] months ago, have you used any of the following products or medications to help you quit? [Select all that apply]			
	Number	Overall %	Valid %
Nicotine patches	428	33.8	52.4
Nicotine gum	135	10.7	16.5
Nicotine lozenges	56	4.4	6.9
Nicotine spray	2	0.2	0.2
Nicotine inhaler	5	0.4	0.6
Zyban (Wellbutrin/bupropion)	66	5.2	8.1
Chantix (varenicline)	323	25.5	39.5
Other medications	10	0.8	1.2

SF12. Other than the Quitline or medications, did you use any other kinds of assistance to help you quit over the past [7 or 13] months, such as advice from a health professional, or other kinds of quitting assistance? [Free response. List was not read.]			
	Number	Overall %	Valid %
Advice from a health professional	107	8.5	8.5
Website	8	0.6	0.6
Telephone program	6	0.5	0.5
Counseling program	8	0.6	0.6
Self-help materials	10	0.8	0.8
Something else	72	5.7	5.7

ECIG1. Do you ever use e-cigarettes instead of smoking cigarettes?			
	Number	Overall %	Valid %
Yes	364	28.8	28.8
No	900	71.1	71.2
Don't know/Not sure	1	0.1	--
Not asked/No response	1	0.1	--

ECIG2. Do you currently use e-cigarettes every day, some days, or not at all?			
	Number	Overall %	Valid %
Everyday	48	3.8	13.2
Some days	137	10.8	37.5
Not at all	180	14.2	49.3
Don't know/Not sure	--	--	--
Not asked/No response	901	71.2	--

ECIG3a. Why do you use e-cigarettes? To help quit smoking cigarettes...			
	Number	Overall %	Valid %
Yes	311	24.6	85.2
No	54	4.3	14.8
Don't know/Not sure	--	--	--
Not asked/No response	901	71.2	--

ECIG3b. Why do you use e-cigarettes? E-cigarettes are better for your health than tobacco...			
	Number	Overall %	Valid %
Yes	240	19.0	71.4
No	96	7.6	28.6
Don't know/Not sure	29	2.3	--
Not asked/No response	901	71.2	--

ECIG3c. Why do you use e-cigarettes? E-cigarettes are less expensive than regular cigarettes...			
	Number	Overall %	Valid %
Yes	177	14.0	50.3
No	175	13.8	49.7
Don't know/Not sure	13	1.0	--
Not asked/No response	901	71.2	--

ECIG3d. Why do you use e-cigarettes? E-cigarettes can be smoked in more places than regular cigarettes...			
	Number	Overall %	Valid %
Yes	248	19.6	68.7
No	113	8.9	31.3
Don't know/Not sure	4	0.3	--
Not asked/No response	901	71.2	--

ECIG3e. E-cigarettes don't bother others with secondhand smoke...			
	Number	Overall %	Valid %
Yes	251	19.8	70.3
No	106	8.4	29.7
Don't know/Not sure	8	0.6	--
Not asked/No response	901	71.2	--

ECIG3f. Why do you use e-cigarettes? Other ...			
	Number	Overall %	Valid %
Yes	79	6.2	21.6
No	286	22.6	78.4
Don't know/Not sure	--	--	--
Not asked/No response	901	71.2	--

NQ5 & NQ6. Please tell me how strongly you agree or disagree with the following statements.			
NQ5a. The people at Quitline listened carefully to what I said	Number	Overall %	Valid %
Strongly agree	718	56.7	57.3
Agree	423	33.4	33.8
Disagree	72	5.7	5.7
Strongly disagree	40	3.2	3.2
Don't know/Not sure	12	0.9	--
Refused	1	0.1	--
Not asked	--	--	--
NQ5b. The people at Quitline cared about whether my quit attempt was successful	Number	Overall %	Valid %
Strongly agree	663	52.4	53.7
Agree	415	32.8	33.6
Disagree	106	8.4	8.6
Strongly disagree	50	3.9	4.1
Don't know/Not sure	28	2.2	--
Refused	4	0.3	--
Not asked	--	--	--
NQ5c. Using Quitline was inconvenient for me	Number	Overall %	Valid %
Strongly agree	96	7.6	7.8
Agree	267	21.1	21.7
Disagree	513	40.5	41.6
Strongly disagree	356	28.1	28.9
Don't know/Not sure	29	2.3	--
Refused	5	0.4	--
Not asked	--	--	--

NQ5d. The people at Quitline were helpful	Number	Overall %	Valid %
Strongly agree	636	50.2	50.9
Agree	464	36.7	37.1
Disagree	96	7.6	7.7
Strongly disagree	53	4.2	4.2
Don't know/Not sure	15	1.2	--
Refused	2	0.2	--
Not asked	--	--	--
NQ6a. I feel better prepared for my next quit attempt because I used Quitline	Number	Overall %	Valid %
Strongly agree	326	25.8	38.3
Agree	318	25.1	37.3
Disagree	150	11.8	17.6
Strongly disagree	58	4.6	6.8
Don't know/Not sure	33	2.6	--
Refused	3	0.2	--
Not asked	378	29.8	--
NQ6b. Calling Quitline did not make it easier for me to quit using tobacco products	Number	Overall %	Valid %
Strongly agree	93	7.3	10.9
Agree	236	18.6	27.7
Disagree	346	27.3	40.7
Strongly disagree	176	13.9	20.7
Don't know/Not sure	38	3.0	--
Refused	3	0.2	--
Not asked	374	29.5	--

NQ6c. The Quitline services were good, I just wasn't ready to quit	Number	Overall %	Valid %
Strongly agree	261	20.6	30.9
Agree	343	27.1	40.6
Disagree	178	14.1	21.1
Strongly disagree	62	4.9	7.3
Don't know/Not sure	37	2.9	--
Refused	6	0.5	--
Not asked	379	29.9	--
NQ6d. No matter how hard I try, I just can't quit smoking	Number	Overall %	Valid %
Strongly agree	202	16.0	24.0
Agree	332	26.2	39.5
Disagree	233	18.4	27.7
Strongly disagree	73	5.8	8.7
Don't know/Not sure	40	3.2	--
Refused	4	0.3	--
Not asked	382	30.1	--

NQ6e. I am going to keep trying to quit smoking	Number	Overall %	Valid %
Strongly agree	418	33.0	48.1
Agree	397	31.4	45.7
Disagree	38	3.0	4.4
Strongly disagree	16	1.3	1.8
Don't know/Not sure	8	0.6	--
Refused	3	0.2	--
Not asked	386	30.5	--
NQ6f. By this time next year, I will no longer be smoking cigarettes	Number	Overall %	Valid %
Strongly agree	269	21.2	35.7
Agree	368	29.1	48.9
Disagree	94	7.4	12.5
Strongly disagree	22	1.7	2.9
Don't know/Not sure	123	9.7	--
Refused	9	0.7	--
Not asked	381	30.3	--

WQ1a. Have you visited the Quitline Iowa website, www.quitlineiowa.org ?			
	Number	Overall %	Valid %
Yes	231	18.2	18.5
No	1020	80.6	81.5
Don't know/Not sure	11	0.9	--
Not asked/No response	4	0.3	--

WQ1b. On a scale of 1 to 5, 1 being not at all helpful and 5 being extremely helpful, how helpful was the information on the Quitline Iowa website?			
	Number	Overall %	Valid %
1	12	0.9	5.4
2	15	1.2	6.8
3	57	4.5	25.8
4	68	5.4	30.8
5	69	5.5	31.2
Don't know/Not sure	9	0.7	--
Not asked/No response	1036	81.8	--